

**Model Syllabus for 4-Year UG Honors in
Tourism and Travel Management
As Major in consonance with Curriculum framework
w.e.f. AY 2026-27**

COURSESTRUCTURE

Year	Semester	Course	TitleoftheCourse	No.of Hrs /Week	No. of Credits
II	III	5	TourismProductsofIndia	4	4
		6	DestinationPlanningand Development	4	4
		7	Information Technologyfor Tourism	4	4

SEMESTER-III

COURSE6:DESTINATIONPLANNINGANDDEVELOPMENT

Theory

Credits:4

4hrs/week

SEMESTER-III	CourseNo.6	CREDITS-4
DESTINATIONPLANNINGANDDEVELOPMENT		
Theory		4 hrs/week
	CourseObjectives	
CO1	Toanalyzetourismpotentialsandpreparedestinationdevelopmentplans.	
CO2	Tounderstandsustainabledestinationplanningandbranding.	
CO3	Tofamiliarizestudentswithinternationaldestinationdevelopmentpractices.	
CO4	Toexposelearnerstopublic-privatepartnership(PPP)modelsintourism.	
CO5	Toprovideknowledgeondestinationcompetitivenessandmarketingmix.	
SYLLABUS		
UNIT	CONTENT	HOURS
I	DestinationDevelopment: Destination:TypesofDestinations-CharacteristicsofDestinations;DestinationsandProducts;DestinationManagementSystems;DestinationSelectionProcess;ValuesofTourism	12
II	Destination Planning Process and Analysis: Destination Planning Guidelines:NationalandRegionalTourismPlanningandDevelopment - Assessment of Tourism Potential - Planning for Sustainable Tourism Development; Contingency Planning for Economic, Social, Cultural andEnvironmental considerations;Demandand SupplyMatch; Design and Innovations	12
III	Destination Image Development: Attributes of Destinations: Person-Determined Image, Destination-Determined Image, Measurement of Destination Image – Destination Branding - Perspectives and Challenges - Creating Unique Destination Proposition – PlaceBranding and Destination Image - Destination Image Formation Process;UnstructuredImage-ProductDevelopmentandPackaging-DestinationBrandingandtheWeb	12
IV	Destination Promotion and Publicity: 6A's Framework for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination MarketingMix–DestinationCompetitiveness–DistributionChannels -MarketingCommunicationandStrategies	12
V	Institutional Support: Public Private Partnership (PPP); National Planning Policies for Destination Development - UNWTO Guidelines for Planners - Role of Urban Civic Bodies: Town Planning - Characteristics of Tourism Planning for Alternative Tourism - Rural, Eco,Farm,etc.-EnvironmentalManagementSystems–Destination Vision-FocusofTourismPolicy:CompetitiveSustainableDestination	12
	PrescribedTextBook:	
	Manglik,R.<i>DestinationPlanningandDevelopment</i>(2023),by	

	EduGorillaPublication. References: 1. Morrison, A.M. <i>Marketing and Managing Tourism Destinations</i>(3rded.)(2024),byRoutledge,Taylor&Francis Group 2. Sharma,A.,etal.<i>SustainableDestinationBrandingand Marketing</i> (2020), by CABI 3. Gowreesunkar,V.G.B.,etal.<i>TourismDestinationManagement in a Post-Pandemic Context</i> (2021), by Emerald Publishing 4. Croes,R.<i>SmallIslandandSmallDestinationTourism</i>(2022), by Apple Academic Press 5. Torabian,P.&Albrecht,J.N.<i>JusticeinTourismDestinations: Avenues for Destination Governance and Management</i> (forthcoming 2025), by Routledge 6. Gajdošík, T. <i>Smart Tourism Destination Governance: TechnologyandDesign-BasedApproach</i>(2022),byRoutledge	
	CourseOutcomes	
	• Studentswillgainexpertiseindestinationplanningand sustainable development. • Learnerswilldesigndestinationbrandingstrategieswithreal-world applications. • Studentswillapplymodelsforassessingtourismpotentialand image-building. • Learnerswilldevelopskillsinpromotingdestinationsthrough innovative communication. • StudentswillbeabletocriticallyanalyzePPPandpolicy support for tourism development.	
	Assignments: 1. Casestudy:AnalyzeAndhraPradeshasa brandeddestination. 2. PrepareaSWOTanalysisofoneIndiantouristdestination. 3. WriteareportontherolesofPPPintourismdestination development. 4. Groupassignment:Prepareadestinationdevelopmentplanfora rural village. 5. Designadestinationmarketingcampaignwithaunique tagline.	

4- Year UG Honours, Major
Syllabus
(2026-27)
Semester-III

Model Question Paper

Time : 3hrs

Marks:75

Part-A

Answer any Five Questions. Each Question carries 3 Marks.

5x3=15

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Answer the following questions. Each question carries 12 Marks

5x12=60

11. a) Unit-I
(Or)
b) Unit-I

12. a) Unit-II
(Or)
b) Unit-II

13. a) Unit-III
(Or)
b) Unit-III

14. a) Unit-IV
(Or)
b) Unit-IV

15. a) Unit-V
(Or)
b) Unit-V